

Office Action Response  
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### REMARKS

The present invention is directed to a retractable badge reel with a billboard designed to display a logo, such that unadorned badge reels can be manufactured separately from the billboards that contain the logos.

Claims 1-20 were originally presented. Claims 1-18 have been rejected and Claims 19-20 have been indicated as being allowable. In the amendments made herein, Claims 1, 8, and 13-18 have been cancelled without prejudice. Claim 19 has been placed in independent form, and the remaining amended claims (2-7, 9-12, and 20) now depend from Claim 19. It is believed that the amended claims should all now be in condition for allowance. Such action is respectfully requested.

Given the cancellation of Claim 8, it is believed that new drawings are not required in response to this Office Action. Formal drawings will be filed upon receipt of the Notice of Allowance.

### CERTIFICATE OF FACSIMILE TRANSMISSION

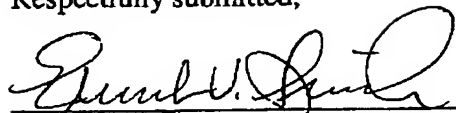
The undersigned hereby certifies that this correspondence was submitted by facsimile in the USPTO on the date shown on Page 1.

### FEE AUTHORIZATION

The Commissioner is hereby authorized to charge any fee due in connection with this submission to our Deposit Account, No. 19-0733.

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Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ernest V. Linek", written over a horizontal line.

Ernest V. Linek (Reg. No. 29,822)

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